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**What is Smart Growth?**

It's not:



**NO GROWTH**

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**What is Smart Growth?**

It's not:



**DUMB GROWTH**

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## What is Smart Growth?

It's not:



Low-density dreck

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## What is Smart Growth?

It's not:



High-density dreck

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## CRACKING THE CODE



1. THINKING GLOBALLY
2. THE ORIGINS OF SPRAWL
3. THE DNA OF SPRAWL
4. APPLYING A NEW CODE
5. THE BENEFITS
6. HOW DO WE START?

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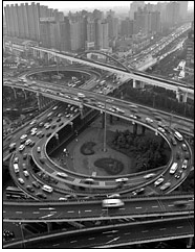
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## THINK GLOBALLY



**“Soaring car ownership, frantic motorway construction and a booming economy evokes images of America . . . Yet, in China's case, these developments have been compressed into just a few years.”**

*The Economist*

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## Global warning?



**“Rising global temperatures are expected to raise sea level and change precipitation and other local climate conditions, which could alter forests, crop yields, and water supplies and also affect human health, animals and many types of ecosystems.”**

U.S. E.P.A.

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## Soaring demand

**By 2015, China will overtake the U.S. as the world's largest oil consumer.**



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## Forget about the panda

This year alone,  
China will  
construct 112,000  
miles of rural  
highways



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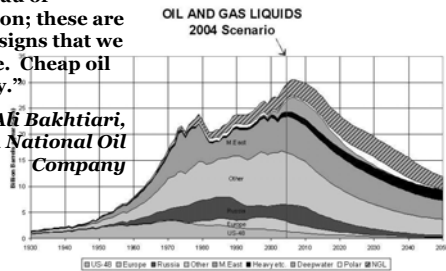
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## Running out of gas

“We are approaching  
the plateau of  
production; these are  
the first signs that we  
are there. Cheap oil  
is history.”

*Ali Bakhtiari,  
Iranian National Oil  
Company*



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## Is suburbia sustainable?



The stakes are rising



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# THE ORIGINS OF SPRAWL



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## Sprawl America

Placeless  
“Generic”



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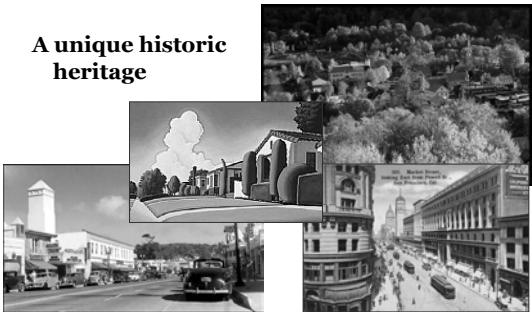
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## Livable America

A unique historic  
heritage



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## What went wrong?

Shame of the cities



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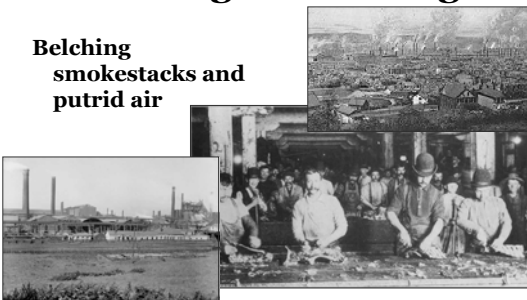
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## The origin of zoning

Belching  
smokestacks and  
putrid air



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## A better model

Chicago  
World's Fair



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## Imagine a Great City

**"Make no little plans.  
They have no magic  
to stir men's blood  
and probably  
themselves will not  
be realized. Make  
big plans; aim high  
in hope and work . . .  
Let your watchword  
be order and your  
beacon beauty.  
Think big."**

Daniel Burnham



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## America hits the road

**"My interest in good  
roads is not merely an  
interest in the  
pleasure of riding in  
automobiles. It is of  
the most fundamental  
importance that the  
United State should  
think in big pieces,  
should think  
ultimately as a  
whole."**

Woodrow Wilson



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## Green towns

**"An experiment that out  
to be copied by every  
community in the  
United States"**

Franklin Roosevelt



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# Autopia

1939 brought the dream of Futurama



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## Deferred dream

Pent-up demand



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## THE DNA OF SPRAWL

The new landscape



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## Experts

Planners, developers  
and lawyers



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## The unchallengeable

Traffic engineers



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## Conventional suburban development

- Zoning segregates homes, schools, stores and jobs
- Produces auto-dependence
- Is the law in virtually every city in California



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# Crayola zoning

From making  
places to making  
maps



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# Euclidean zoning codes



“... excluding from  
residential areas the  
confusion and danger  
of fire, contagion and  
disorder which in  
greater or less degree  
attach to the location  
of store, shops and  
factories.”

Village of Euclid, Ohio vs.  
Ambler Realty Company

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# What do you want it to be?

Interpreting the  
code



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## You get what you plan for

Is this the best we  
can do?



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## No future

It only gets worse



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## The reaction

Growth vs.  
no growth



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## The reactionaries



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## One project at a time

Ad hococracy



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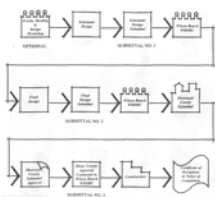
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## Design Review

Design guidelines,  
design by  
committee



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## High hopes



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## Dual operating systems

Different world  
views



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## CHANGING THE CODE



Taking on the status quo

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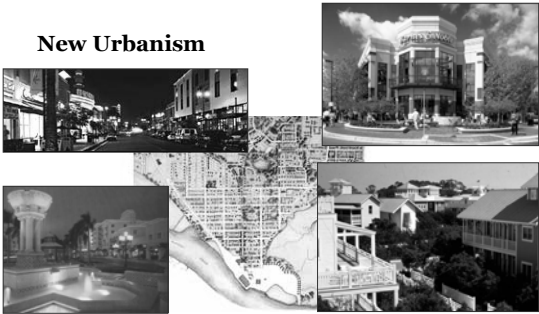
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# Back to the future

## New Urbanism



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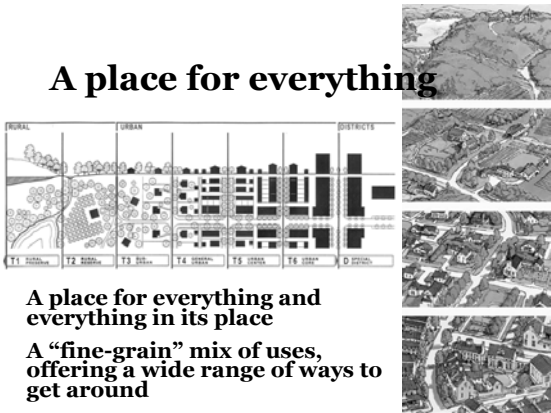
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## A place for everything



A place for everything and everything in its place

A “fine-grain” mix of uses, offering a wide range of ways to get around

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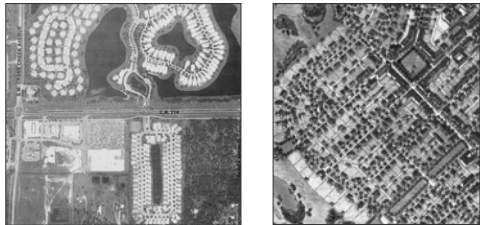
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## Planning neighborhoods



Projects vs. places

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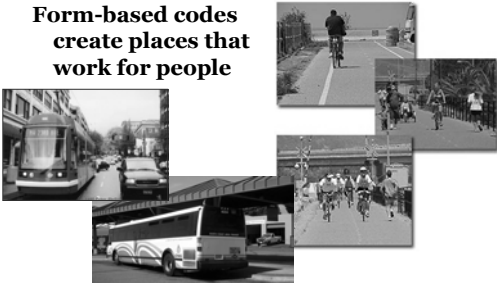
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## Creating choices

Form-based codes  
create places that  
work for people



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## The American Dream



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## Evolution of subdivisions



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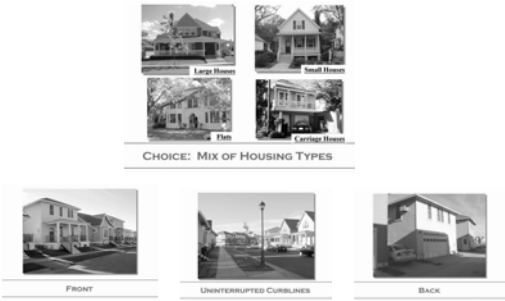
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**TND: Back to the future**



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**Reclaiming the crudscape**



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## Evolution over time



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## Survival of the fittest



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## Renewing the public realm



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# Working with developers



It helps to know what you want

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# THE BENEFITS

Getting what we want



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# Creating places

Form-based codes make buildings behave and create quality places instead of fighting battles project by project



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## Preserving character



Change can be harmonized to preserve existing community character

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## Economic vitality



Development certainty and a distinct sense of place revitalize older areas and promote smart growth

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## HOW DO WE START?

Citywide vs. specific area

Resources:

- Local Government Commission
- Congress for the New Urbanism
- Form-Based Codes Institute



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## The time is right



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## Alternate world view

“Where there is no vision, the people perish”

Proverbs 29:18



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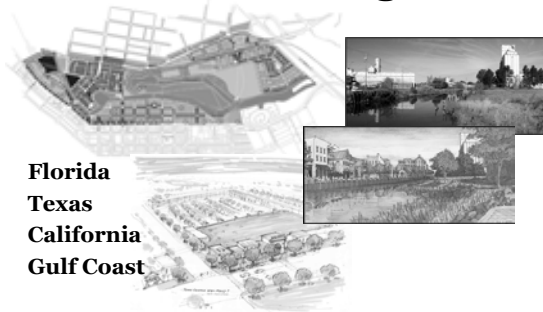
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## Where is it taking hold?



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## Your role



**The bully pulpit:  
advocating for  
change**

**Fostering a  
constituency for  
change**

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## Popular mandate



**The process will be a  
locally-based one  
that focuses on the  
right issues**

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## Who are potential allies?

**“Not the usual  
suspects”**

**Planners, developers  
and Realtors**

**Business**

**Environmentalists  
and historic  
preservationists**



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## Key to success

**Building cities around people**



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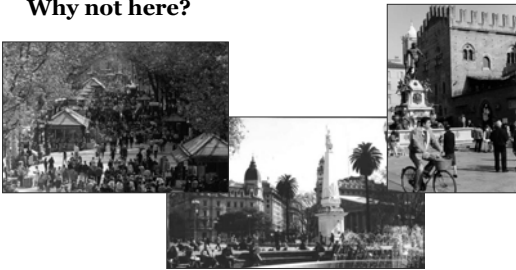
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## Livable cities

**Why not here?**



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## Meeting the Challenge

"We will ever strive for the ideals and sacred things of the city, both alone and with many. We will unceasingly seek to quicken the sense of public duty."

"We will transmit this city, not only not less, but greater, better, and more beautiful than it was transmitted to us."

*Athenian Oath*

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